



# FAIRFAX COUNTY

DEPARTMENT OF PURCHASING & SUPPLY MANAGEMENT  
12000 GOVERNMENT CENTER PARKWAY, SUITE 427  
FAIRFAX, VIRGINIA 22035-0013

[www.fairfaxcounty.gov/dpsm](http://www.fairfaxcounty.gov/dpsm)

VIRGINIA

Telephone: (703) 324-3201 Fax: (703) 324-3228 TTY: 1-800-828-1140

## AMENDMENT NO. 3

SEP 10 2002

SUBJECT: Marketing Services for the Northern Virginia Workforce Investment Board (NVWIB)

CONTRACTOR

VENDOR CODE

CONTRACT NO.

LeapFrog Solutions, Inc.  
11130 Main Street, #303  
Fairfax, VA 222030

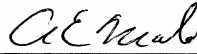
B54-1986163-01

RQ 02-559250-21A

By mutual agreement, Contract RQ 02-559250-21A is amended to include a press relations campaign for the Northern Virginia Workforce Investment Board's 2<sup>nd</sup> Annual Community Forum to be held in October 2002, at a cost of \$6,000.00 in accordance with the Contractor's attached proposal dated August 23, 2002.

The increase in the contract amount shall not exceed \$6,000.00.

All other prices, discounts, terms and conditions shall remain the same.

  
Armand E. Malo, CPPO  
Director/County Purchasing Agent

Attachment: A/S

DISTRIBUTION:

Contract Administrator:	L. P. McKenney
Contractor:	LeapFrog Solutions, Inc.
DAHS/Contracts:	Stephanie Clements



Make your message matter.™

## PROPOSED AMENDMENT TO PURCHASE ORDER #P002585011

August 23, 2002

**PROJECT:** NVWIB Community Forum Press Relations Campaign**DELIVERABLE:** To inform local media of the NVWIB 2<sup>nd</sup> Annual Community Forum and develop an interest/angle for pre- and post- press exposure.Production Schedule:

8/30 Develop and refine Community Forum Media List

9/3-9/27 LFS to contact NVWIB to discuss Community Forum topics, speakers and anticipated goals for initial press release

9/3-9/27 LFS to submit initial press release for approval

9/3-9/27 NVWIB to approve initial press release

9/3-9/27 LFS to submit release to all Chamber of Commerce newsletters

9/3-9/27 LFS to produce initial press release

9/3-9/27 Initial press release mailed

9/3-9/27 Media follow-up phone calls by LFS

10/3 2<sup>nd</sup> Annual Community Forum

10/3 Initial version of final press release to NVWIB for approval

10/3 NVWIB to approve final press release

10/3 LFS to produce and mail final press release

10/4-10/11 Media follow-up phone calls by LFS

**COST ESTIMATE****Public Relations Campaign****\$6,000.00**

Includes project management of a two month press campaign.

Responsibilities will include

- developing a targeted media list—including press, COCs, EDAs
- writing a pre-forum press release that discusses the forum
- writing a post-forum press release that discusses the outcomes
- copying and mailing press releases
- follow-up media calls for article placement
- follow-up media calls for possible interviews with the Board
- provide bi-month status reports on media/press efforts

**Total Estimate****\$8,000.00**

Actual overnight charges, transparency scans, additional AAs (Authors Affiliations) and proofs, stock photos, etc. incurred as a result of client changes/requests, as well as sales tax by vendors, will be added as line items to the cost of the project.

NVWIB

Date

9/25/02

LEAPFROG SOLUTIONS, INC.

Date

9/26/02